



Kanan Alibayov

Web Developer,
SEO Specialist &
SM Coordinator

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 - **Websites:** alibayov.com/portfolio | kananism.com/videos
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Throughout my 20 years of professional journey, I've developed a wide range of skills, encompassing leadership, enhancing team productivity, and completing SEO projects and web applications with passion. With expertise in front-end web development, along with a deep understanding of technologies and frameworks, I aim to bring a unique perspective to your company. My superpower lies in my unwavering work ethic, ready to dedicate extra hours when required. This dedication serves as the cornerstone for nurturing successful growth.

Skills As a SEO Specialist

Research: Utilized tools such as Semrush, Moz, and Ashraf enable me to stay current with industry updates, trends, and studies, well-equipped to make informed decisions and strategies.

Trend Identification: I have identified trends and insights to optimize webpages, leveraging discoveries to enhance optimization strategy and execution.

Extension tools: I have used GMB Everywhere, Keywords Everywhere, and PlePer Local SEO Tools for conducting Local and Organic SEO audits, alongside other tools for accurate analysis.

On-Page SEO: Analyzing keyword difficulty and search volume for every industry and location, utilizing body text, H1, H2, H3, meta titles, and descriptions to create robust SEO outcomes.

Off-Page SEO Difficulty: I've built quality backlinks through directories and social media, hyperlinks in blog posts, case studies, and outsourcing services to boost domain authority.

GBP Optimization & SEO Grid: Utilized tools such as GMB Radar to track keyword performance in real time within a specific radius to measure strategy effectiveness promptly.

Map Pack / Local SEO : Developed location-specific content for Google Business profiles, using diverse strategies to improve rankings against client competitors for service areas.

AI Utilization: I have developed an SEO strategy and utilize AI to create content based on the framework, which then I merge the outcomes for further SEO enhancement.

Caching & Performance: I consistently create high-performing configurations and settings for our WordPress clients by utilizing popular plugins such as LiteSpeed and WP Rocket.

Schema Markup: Embedded structured code data into websites to enhance search engine understanding of the content including business category, location coordinates, descriptions.

Page Indexing: I have ensured prompt website crawling by Google, Bing, and other search engines Monitor Google Search Console for tips and warnings. Import sitemaps into Webmasters' database to enhance domain trustworthiness and secure sitelinks

Content: Collaborated with copywriters to create alt image text and SEO-optimized body content. Edited and produced short videos & images to enhance unique brand recognition.

Directory Management: Managed directory listings, such as Yellow Page, Yelp and Google Business Profile. Ensured accuracies in business listings on various platforms.

Skills As A Web Developer

HTML & CSS Skills: Over the years, I have acquired advanced proficiency in HTML and CSS. I have independently developed multiple mid-size websites from the ground up, using only text files. This translates to around 50 to 100 pages of code per site. Leveraging my CSS expertise, I incorporate custom animations and create visually appealing designs.

PHP & Javascript: My PHP proficiency includes debugging WordPress plugins, modifying themes and widgets, and handling redirects via .htaccess files. I leveraged JavaScript to enhance website visuals and create custom elements. By utilizing both languages, I developed custom properties to minimize dependency on WordPress plugins.

Wordpress & Addons: I troubleshooted plugin conflicts by debugging bugs, which involved deactivating & activating plugins, configuring settings, and utilizing safe mode. I provided custom solutions by editing default code in plugins and addons. I keep current on top plugins in the market and their updates.

Content Management Systems: With advanced proficiency in utilizing Elementor, Beaver Builder, and other CMS softwares, I create dynamic websites to deliver strong results for small and mid-size businesses. I am well-versed in modules and take pride in surpassing default limitations by developing custom modules with clean code.

Hosting & Management: I am experienced in back-end management utilizing Cpanel and other analogous platforms to access databases for configurations, edit code within files, link system domains to purchased domains, redirect domains, create sub-domains, set up SSL certifications, establish DNS records for 3rd party services, and more.

Dynamic Forms: I have developed numerous lengthy conditional logic forms that behave differently depending on the options chosen by the user. Additionally, I have tested and implemented email configurations to prevent emails from being marked as spam. I have also integrated reCAPTCHA to deter bots from submitting the forms.

Security Measures: I have expertise in enhancing hosting-level security to prevent and eliminate malware spread across multiple root folders and domains. I've implemented security protocols and fine-tuned configurations for numerous websites utilizing plugins like WP Cerber, Wordfence, Sucuri, and other software plugins. Additionally, I have monitored websites for potential malware leaks that may occur through plugin updates.

Modern Design: I have a keen eye for good design, having developed numerous websites that align perfectly with clients' brands, color palettes, styles, and industries. I take pride in infusing culture into my work, creating trendy and modern designs that incorporate careful font and stock image selection, among other elements.

Analytics & Social Media Manager

Project Management: Experienced in managing, editing projects from concept to final delivery, coordinating with teams and clients to ensure smooth workflows.

Community Engagement: Developed and managed content for Instagram, Facebook, and Twitter, increasing community engagement by 40%.

Campaign Planning: Created social media campaigns, including paid advertising strategies that aligns with budget to deliver max ROI.

Hashtag strategy: Conducted research, developed and implemented effective hashtag strategies for increased visibility

Content localization: I have tailored the content for various regions and languages, carefully considering community values and cultural nuances.

Trend tracking: I have monitored social media performance, analyzed engagement data, and identified trends in customer interactions.

Brand storytelling: Crafted compelling narratives to showcase the brand's values and mission that resonate with its audience.

Content Creation: Collaborated with a team of designers to develop social media graphics, brochures, and advertisements.

Market Research: I have conducted market research to determine target audience and identified new social media opportunities.

Analyzing data: Utilized analytics tools across all the major social media platforms to track metrics like engagement, reach, and conversion rates.

Report Creation: I have visualized data in a way that's easy to understand and provided context to clarify metrics and guide clients on advancing campaign effectiveness.

Customer Behavior: Conducted research to understand customer behavior and studied how the latest social networks and features can benefit the establishment.

Retargeting, Remarketing: I have used email marketing and online ads to target users who have previously visited a website or social media page of the client.

Oversight & Handling: Managed a team of 5 designers to successfully deliver visual content for over 20 clients including print drafts, digital products, and advertisements.

Beneficial & Supplemental Skills

Video Editing: I have experience editing promotional, opener, and hospitality videos for diverse clients utilizing Adobe Premiere Pro and Adobe Media Encoder.

Photoshop, editing: I have extensive experience working with thousands of images, including retouching, reconstructing, airbrushing, abstract blending, gliding, mock-ups, and AI generation.

Illustration: I have created numerous vector files for a wide range of projects and websites using Adobe Illustrator.

Motion Graphics: I have created both dynamic and static animations for videos and websites by leveraging After Effects and LottieFiles.

Content Creation: Created numerous pieces of content for blog posts and SM posts optimized for search engine algorithms to trigger when the audience seeks educational materials.

Hubspot CRM: I used advanced filters to extract specific data on subjects, client responses, employee notes, and tickets. Also, I added a chatbot and dynamic lead import to the CRM via website forums, along with custom chat prompts for information gathering.

Analytics & Metrics: I implemented the tracking codes and optimized Google ads for the website and leveraged the power of GA4 for clients.

Email Marketing: I've launched data-driven, and personalized email campaigns with competitors in the scope to win the desired regions with multichannel campaigns.

SM Advertisement: I have experience running ads on tiktok, facebook, twitter, and nextdoor. Targeting users based on zip code, demographics, and behaviors for retargeting

Lead Generation: I have successfully utilized a range of tools and software to gather over a million B2B leads on potential prospects. I have applied diverse formulas, enabled dynamic data imports through links on Google Sheets, ensuring prompt updates directly from the source.

Management and Quality Check: I have provided training and implemented quality check points whether it's web development, graphics, or inbound call training for technical support.

Strategy Development and Deployment: I've devised a cost-effective strategy for aligning objectives with management in startups whether through web applications or static bases.

Laws and Regulations: I've ensured GDPR compliance for websites operating domestically or internationally, aligning applications with local laws and regulations.

Education & Work History

Lorphic - New Haven, CT (On Site) Mar 2022 to May 2024

Manager, Sr. Web Dev, Video Graphics

Managed staff, quality checks, advised on improvement, optimized workflow, led web development & SEO deployment for small businesses, tailored video products for clients.

OMG National - Davie FL (Remote) Jun, 2021 to Jul, 2023

Web Developer and SEO Specialist

While at OMG National, I designed multiple websites for clients using advanced JavaScript, CSS, and HTML. I customized beyond the default CMS, Beaver Builder, creating unique designs with interactive animations across all platforms.

Freelance 2012-2020 New York, NY

Web Developer, Graphic Design, Marketing, Video & Image Editing

I've crafted impactful ads, billboards, flyers, cards, graphics, videos, websites, and email templates for many happy clients, achieving a high satisfaction rate of 95%.

525th Newspaper- 525.az - Baku, Azerbaijan 2009-2010

Graphic Designer

I edited and organized newspaper pages and columns using QuarkXPress. I collaborated with the production team on textual and visual material development.

Center for Economic and Social Development - cesd.az - Baku, Azerbaijan 2008-2009

IT Administrator, Web Dev

Specializing in Web & Graphic Design. I create custom graphics to visually represent project data, manage digital campaigns, and ensure top-quality images & videos.

Economic Research Center erc.az/az/ - Baku, Azerbaijan 2006-2008

IT Administrator, specializing in Web and Graphic Design

Optimized the website with captivating graphics, informative infographics, engaging text, and visually appealing pictures. Ensured smooth workflow and team efficiency by maintaining office equipment and network infrastructure.

Ekspert Magazine Baku, Azerbaijan 2007-2008

Quality Control, Design

Ensured draft quality for print production, responsible for photography, creative settings, and design of printed materials like books and pamphlets.

Education - Baku, Azerbaijan 2004 - 2008

Bachelor's Degree

I've bg in International Economic Relations, encompassing laws, regulations, economic growth I did surveys, and independent data collection on inflation, distinct from government reports.

Work Contacts &

Professional References

I am pleased to recommend Kanan Alibayov for his leadership role spanning from Web Development to SEO. Kanan consistently showcased outstanding skills in delivering results and proved to be an invaluable asset to any team.

Brian Shaw
Manager at Lorphic
brian@lorphic.com

Primary # : (714) 788-5646
TF: (888) 855-0876 Ext 102
FAX (888) 538-4312

Kanan is excellent in overseeing social media strategy, and web projects across departments, meeting deadlines and blending artistic vision with proficiency.

Adam Ahmad
Supervisor at Lorphic
adam@lorphic.com

Primary # : (213) 341-2717
TF: (888) 855-0876 Ext 104
FAX (888) 538-4312

kanan was my go-to person when clients needed a fast turnaround on Video production and Web projects without compromising quality.

Zurwah Hadia
Sales Rep at Lorphic
zurwah@lorphic.com

Primary # : (213) 341-2115
TF: (888) 855-0876 Ext 222
FAX (888) 538-4312

Kanan's expertise in web development is unparalleled. He not only possesses a deep understanding of web development and frameworks, but he also has an incredible knack for bringing websites to life with his creative designs. His attention to detail is truly remarkable, and he always goes the extra mile to ensure that every pixel is perfectly in place. Highly recommend Kanan as a professional web developer.

Joshua Almasin
Web Dev at OMG National

Cell: (909) 414-9514
[linkedin.com/in/joshuaalmasin/](https://www.linkedin.com/in/joshuaalmasin/)

Farhana Rayhan Andar

Kanan Alibayov, is an experienced web developer who worked alongside me on the same team. Throughout our time together, Kanan has a proven track record of being a valuable team player. He was always willing to assist team members to meet deadlines and troubleshoot complex code conflicts. His ability to identify and fix bugs significantly contributed to the overall quality of our projects.

Farhana Rayhan Andar
Web Dev at OMG National

Cell: (513) 304-1389
[linkedin.com/in/msfaraway/](https://www.linkedin.com/in/msfaraway/)

Sidra Tamanna

Kanan taught me the majority of my skills as a video editor and graphic designer while also mentoring me in my role as a Social Media Coordinator. He guided me in running targeted ads towards specific demographics and devising strategies based on campaign metrics. I owe a great deal of my current success in the field to his invaluable guidance and support.

Sidra Tamanna
Social Media Manager at North Carolina Properties

Work: (828) 548-3922
Cell: (929) 228 9767
redeyesid@gmail.com

Johnny Shah

I came across Kanan when we were launching a startup in Brooklyn. Over the course of several years, we teamed up with him on a variety of projects spanning different digital areas like ad campaigns, web development, graphic design, and print design. Kanan is super talented and always went above and beyond our expectations with every project.

Johnny Shah
Business owner in New York City Metropolitan Area

Cell: (718) 844-0654
John.Shah2@gmail.com

Dr. Gubad Ibadoglu

It brings me great pleasure to compose this letter of recommendation for Kanan Alibayov, with whom I had the pleasure of collaborating at the Economic Research Center during my tenure as chairman. During this time, Kanan has consistently demonstrated a high level of professionalism, technical expertise, and a strong commitment to his work.

Kanan began his time with us as an IT developer and quickly proved himself to be an indispensable member of our team. His proficiency in web performance monitoring, network security management, and hardware and software troubleshooting significantly contributed to the efficiency and security of our technological infrastructure. He also provided invaluable support to our staff, maintaining computer servers and networks, and ensuring the smooth operation of our data and technological systems.

Read More

<https://hidrive.ionos.com/lnk/Z58Ob5Cc4>

Dr. Gubad Ibadoglu

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Economics and Political Science

LinkedIn profile

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Chairman at Economic Research
Center

Some articles

lse.ac.uk/international-relations/people/visiting-fellows/ibadoghlu-gubad

Professor at Rutgers University
Professor at Duke University
Dresden University of Technology

Wikipedia

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